This listing of claims will replace all prior ve:sions, and listings, of claims in the application:

1 Claim 1 (previously presented): A computer-impleme nted
2 method for facilitating the serving of advertisemer ts with
3 e-mail content, the method comprising:
4   a) accepting, with a web-based e-mail servinc system
5   including at least one computer, a request for a
6   document including e-mail content;
7   b) generating, with the web-based e-mail serving
8   system, a request identifier;
9   c) serving to a client device, with the web-b ised e-
10   mail serving system, the requested document in
11   association with the request identifier;
12   d) obtaining, with the web-based e-mail servi ıg
13   system, at least one ad relevant to the e-mail
14   content;
15   e) storing, with the web-based e-mail serving system,
16   the obtained at least one ad;
17   f) accepting, with the web-based e-mail servi ıg
18   system, an ad request from the client device;
19   g) reading, with the web-based e-mail serving system,
20   the stored at least one ad using information f :om the
21   ad request; and
22   h) serving to the client device, with the web-based
23   e-mail serving system, the at least one ad read.

1 Claim 2 (previously presented): The computer-imple iented
2 method of claim 1, wherein the ad request from the ⅽlient
3 device is generated automatically, without a manual input
4 from a user of the client device.

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1   Claim 3 (previously presented): The computer-implemented
2   method of claim 1, wherein the ad request was sourced by
3   the client device when it rendered the requested document.

1   Claim 4 (previously presented): The computer-implemented
2   method of claim 1, wherein the ad request was sourced by a
3   client device after it rendered the requested document.

1   Claim 5 (previously presented): The computer-implemented
2   method of claim 1, wherein the ad request was sourced by a
3   browser when it rendered the requested document.

1   Claim 6 (previously presented): The computer-implemented
2   method of claim 1, wherein the ad request was sourced by a
3   browser after it rendered the requested document.

1   Claim 7 (previously presented): The computer-implemented
2   method of claim 1, wherein the act of storing the obtained
3   at least one ad includes storing the request identifier in
4   association with the at least one ad.

1   Claim 8 (previously presented): The computer-implemented
2   method of claim 7, wherein the request identifier may be
3   used as a primary key to lookup the associated at least one
4   ad.

1   Claim 9 (previously presented): The computer-implemented
2   method of claim 7, wherein the ad request includes the
3   request identifier.

1   Claim 10 (previously presented): The computer-implemented
2   method of claim 9, wherein the act of reading the stored at

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3 least one ad using information from the ad request uses the
4 request identifier to lookup the associated at least one
5 ad.

1 Claim 11 (previously presented): The computer-implemented
2 method of claim 1, wherein the act of serving the requested
3 document in association with the request identifier is
4 performed by a first thread, and wherein the act of
5 obtaining at least one ad relevant to content of the e-mail
6 is performed by a second thread.

1 Claim 12 (previously presented): The computer-implemented
2 method of claim 11, wherein the execution of the first
3 thread is independent of the execution of the second
4 thread.

1 Claim 13 (previously presented): The computer-implemented
2 method of claim 1, wherein the act of obtaining at least
3 one ad relevant to content of the e-mail includes
4 submitting an ad request to a content-relevant ad server.

1 Claim 14 (previously presented): The computer-implemented
2 method of claim 13, wherein the ad request includes the
3 request identifier.

1 Claim 15 (previously presented): The computer-implemented
2 method of claim 1, wherein the document including e-mail
3 content represents an individual e-mail message.

1 Claim 16 (previously presented): The computer-implemented
2 method of claim 1, wherein the document including e-mail
3 content represents a group of e-mail messages.

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1 Claim 17 (previously presented): The computer-implemented
2 method of claim 1, wherein the document including e-mail
3 content represents an e-mail thread output as a
4 conversation.

1 Claim 18 (previously presented): The computer-implemented
2 method of claim 1, wherein the document including e-mail
3 content is a conversation view including a group of
4 e-mails.

1 Claim 19 (previously presented): A computer-implemented
2 method for rendering ads in association with e-mail
3 content, the method comprising:
4   a) requesting, with a client device, a document
5   including e-mail content;
6   b) accepting, with the client device, the document;
7   c) rendering, with the client device, the document;
8   d) requesting, with the client device, at least one
9   ad relevant to the e-mail content of the document;
10   e) receiving, with the client device, the at least
11   one ad; and
12   f) rendering, with the client device, the at least
13   one ad in association with the rendered document,
14   wherein the at least one ad is rendered after the e-
15   mail content of the document has already been
16   rendered.

1 Claim 20 (previously presented): The computer-implemented
2 method of claim 19, wherein the accepted document includes
3 a request identifier and wherein the act of requesting at
4 least one ad relevant to the e-mail content of the document

5

5 includes generating a request including the request
6 identifier.

1 Claim 21 (previously presented): The computer-implemented
2 method of claim 19, wherein the act of requesting at least
3 one ad relevant to the e-mail content of the document
4 occurs after the act of rendering the e-mail content of the
5 document.

1 Claim 22 (previously presented): The computer-implemented
2 method of claim 19, wherein the document is a Web-page.

1 Claim 23 (previously presented): The computer-implemented
2 method of claim 19, wherein the act of requesting at least
3 one ad relevant to the e-mail content of the document
4 includes constructing a URL that represents a request for
5 at least one ad.

1 Claim 24 (previously presented): The computer-implemented
2 method of claim 23, wherein the act of requesting at least
3 one ad relevant to the e-mail content of the document
4 further includes instantiating an ActiveX object that takes
5 the URL and requests the at least one ad from a Web-based
6 e-mail server that sourced the document.

1 Claim 25 (previously presented): The computer-implemented
2 method of claim 19, wherein the document is a Web page, and
3 wherein the act of rendering the at least one ad in
4 association with the rendered e-mail content of the
5 document includes manipulating a document object model of
6 the Web page to render the ads.

6

1 Claim 26 (previously presented): The computer-implemented
2 method of claim 19, wherein the act of rendering the at
3 least one ad in association with the rendered document is
4 done such that the document is not modified.

1 Claim 27 (previously presented): The computer-implemented
2 method of claim 26, further comprising forwarding the
3 document to another client, wherein the at least one ad is
4 not rendered on the other client device.

1 Claim 28 (previously presented): The computer-implemented
2 method of claim 19, wherein the act of rendering the at
3 least one ad in association with the rendered document is
4 done such that the at least one ad does not become a part
5 of the document.

1 Claim 29 (previously presented): The computer-implemented
2 method of claim 28, further comprising forwarding the
3 document to another client, wherein the at least one ad is
4 not rendered on the other client device.

1 Claim 30 (previously presented): The computer-implemented
2 method of claim 19, wherein the document including e-mail
3 content is an individual e-mail.

1 Claim 31 (previously presented): The computer-implemented
2 method of claim 19, wherein the document including e-mail
3 content is group of e-mails.

1 Claim 32 (previously presented): The computer-implemented
2 method of claim 19, wherein the document including e-mail
3 content is an e-mail thread.

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1　Claim 33 (previously presented):　The computer-implemented

2　method of claim 19, wherein the document including e-mail

3　content is a conversation view including a group of

4　e-mails.

1　Claim 34 (previously presented):　A computer-implemented

2　method for facilitating the serving of advertisements with

3　e-mail content, the method comprising:

4　　　　　a)　accepting, with a web-based e-mail serving system

5　　　　　including at least one computer, a request for a

6　　　　　document including e-mail content;

7　　　　　b)　generating, with the web-based e-mail serving

8　　　　　system, a request identifier;

9　　　　　c)　serving to a client device, with the web-based e-

10　　　　　mail serving system, the requested document in

11　　　　　association with the request identifier;

12　　　　　d)　obtaining, with the web-based e-mail serving

13　　　　　system, at least one additional content item relevant

14　　　　　to the e-mail content

15　　　　　e)　storing, with the web-based e-mail serving system,

16　　　　　the obtained at least one additional content item;

17　　　　　f)　accepting, with the web-based e-mail serving

18　　　　　system, an additional content item request from the

19　　　　　client device;

20　　　　　g)　reading, with the web-based e-mail serving system,

21　　　　　the stored at least one additional content item using

22　　　　　information from the additional item request; and

23　　　　　h)　serving to the client device, with the web-based

24　　　　　e-mail serving system, the at least one additional

25　　　　　content item read.

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1   Claim 35 (previously presented): The computer-implemented
2   method of claim 34, wherein the at least one additional
3   content item is selected from a group consisting of (a) a
4   news article, (b) an excerpt of a news article, (c) a
5   search query, (d) a product review, and (e) an excerpt of a
6   product review.

1   Claim 36 (previously presented): The computer-implemented
2   method of claim 34, wherein the at least one additional
3   content item includes at least one content relevant ad and
4   at least one further additional content item selected from
5   a group consisting of (a) a news article, (b) an excerpt of
6   a news article, (c) a search query, (d) a product review,
7   and (e) an excerpt of a product review.

1   Claim 37 (previously presented): The computer-implemented
2   method of claim 34, wherein the additional item request
3   from the client device is generated automatically, without
4   a manual input from a user of the client device.

1   Claim 38 (previously presented): The computer-implemented
2   method of claim 34, wherein the at least one additional
3   content item is selected from a group consisting of (a) a
4   news article, (b) an excerpt of a news article, (c) a
5   search query, (d) a product review, and (e) an excerpt of a
6   product review.

    Claim 39 (canceled)

1   Claim 40 (previously presented): A computer-implemented
2   method for facilitating the serving of advertisements with
3   electronic messaging content, the method comprising:

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4   a)   accepting, with a web-based electronic message

5   serving system including at least one computer, a

6   request for a document including electronic messaging

7   content;

8   b)   generating, with the web-based electronic message

9   serving system, a request identifier;

10   c)   serving to a client device, with the web-based

11   electronic message serving system, the requested

12   document in association with the request identifier;

13   d)   obtaining, with the web-based electronic message

14   serving system, at least one ad relevant to the

15   electronic messaging content

16   e)   storing, with the web-based electronic message

17   serving system, the obtained at least one ad;

18   f)   accepting, with the web-based electronic message

19   serving system, an ad request from the client device;

20   g)   reading, with the web-based electronic message

21   serving system, the stored at least one ad using

22   information from the ad request; and

23   h)   serving to the client device, with the web-based

24   electronic message serving system, the at least one ad

25   read.

1   Claim 41 (previously presented): The computer-implemented

2   method of claim 40, wherein the ad request from the client

3   device is generated automatically, without a manual input

4   from a user of the client device.

1   Claim 42 (previously presented): The computer-implemented

2   method of claim 40, wherein the electronic messaging

3   content is content from one of (A) on-line groups, (B)

4   blogs, (C) message postings, and (D) instant messaging.

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1 Claim 43 (previously presented): A computer-implemented

2 method for rendering ads in association with electronic

3 messaging content, the method comprising:

4   a)   requesting, with a client device including at

5   least one computer, a document including electronic

6   messaging content;

7   b)   accepting, with the client device, the document;

8   c)   rendering, with the client device, the document;

9   d)   requesting, with the client device, at least one

10   ad relevant to the electronic messaging content of the

11   document;

12   e)   receiving the at least one ad; and

13   f)   rendering, with the client device, the at least

14   one ad in association with the rendered document,

15   wherein the at least one ad is rendered after the

16   electronic messaging content of the document has

17   already been rendered.

1 Claim 44 (previously presented): The computer-implemented

2 method of claim 43, wherein the electronic messaging

3 content is content from one of (A) on-line groups, (B)

4 blogs, (C) message postings, and (D) instant messaging.

1 Claim 45 (previously presented): A computer-implemented

2 method for facilitating the serving of advertisements with

3 electronic messaging content, the method comprising:

4   a)   accepting, with a web-based electronic message

5   serving system including at least one computer, a

6   request for a document including electronic messaging

7   content;

8   b)   generating, with the web-based electronic message

9   serving system, a request identifier;

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10   c)   serving to a client device, with the web-based

11   electronic message serving system, the requested

12   document in association with the request identifier;

13   d)   obtaining, with the web-based electronic message

14   serving system, at least one additional content item

15   relevant to the electronic messaging content;

16   e)   storing, with the web-based electronic message

17   serving system, the obtained at least one additional

18   content item;

19   f)   accepting from the client device, with the web-

20   based electronic message serving system, an additional

21   content item request;

22   g)   reading, with the web-based electronic message

23   serving system, the additional content item request;

24   and

25   h)   serving the client device, with the web-based

26   electronic message serving system, the at least one

27   additional content item read.

1   Claim 46 (previously presented): The computer-implemented

2   method of claim 45, wherein the electronic messaging

3   content is content from one of (A) on-line groups, (B)

4   blogs, (C) message postings, and (D) instant messaging.

1   Claim 47 (previously presented): Apparatus for

2   facilitating the serving of advertisements with e-mail

3   content, the apparatus comprising:

4   a)   at least one processor;

5   b)   an input device for accepting a request for a

6   document including e-mail content;

7   c)   a first storage facility for storing an obtained

8   at least one ad; and

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9   d)   a second storage facility for storing a computer

10   executable code which, when executed by the at least

11   one processor, performs a method of

12   1)   accepting the document request,

13   2)   generating a request identifier,

14   3)   serving to a client device, the requested

15   document in association with the request

16   identifier,

17   4)   obtaining the least one ad relevant to the

18   e-mail content,

19   5)   storing the obtained at least one ad,

20   6)   accepting an ad request,

21   7)   reading the stored at least one ad using

22   information from the ad request,

23   8)   serving to the client device, the at least

24   one ad read.

1   Claim 48 (previously presented):   The apparatus of claim

2   47, wherein the ad request is generated automatically,

3   without a manual input from a user of the client device.

1   Claim 49 (previously presented):   The apparatus of claim

2   47, wherein the ad request was sourced by a client device

3   when it rendered the requested document.

1   Claim 50 (previously presented):   The apparatus of claim

2   47, wherein the ad request was sourced by a client device

3   after it rendered the requested document.

1   Claim 51 (previously presented):   The apparatus of claim

2   47, wherein the ad request was sourced by a browser when it

3   rendered the requested document.

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1 Claim 52 (previously presented): The apparatus of claim
2 47, wherein the ad request was sourced by a browser after
3 it rendered the requested document.

1 Claim 53 (previously presented): The apparatus of claim
2 47, wherein the at least one ad stored includes the request
3 identifier stored in association with the at least one ad.

1 Claim 54 (original): The apparatus of claim 53 wherein the
2 request identifier may be used as a primary key to lookup
3 the associated at least one ad.

1 Claim 55 (original): The apparatus of claim 53 wherein the
2 ad request includes the request identifier.

1 Claim 56 (original): The apparatus of claim 55 wherein the
2 means for reading the stored at least one ad using
3 information from the ad request use the request identifier
4 to lookup the associated at least one ad.

1 Claim 57 (original): The apparatus of claim 47 wherein the
2 means for serving the requested document in association
3 with the request identifier is a first thread, and wherein
4 the means for obtaining at least one ad relevant to content
5 of the e-mail is a second thread.

1 Claim 58 (original): The apparatus of claim 57 wherein the
2 execution of the first thread is independent of the
3 execution of the second thread.

1 Claim 59 (original): The apparatus of claim 47 wherein the
2 means for obtaining at least one ad relevant to content of

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3   the e-mail include means for submitting an ad request to a
4   content-relevant ad server.

1   Claim 60 (original): The apparatus of claim 59 wherein the
2   ad request includes the request identifier.

1   Claim 61 (original): The apparatus of claim 47 wherein the
2   document including e-mail content represents an individual
3   e-mail message.

1   Claim 62 (original): The apparatus of claim 47 wherein the
2   document including e-mail content represents a group of
3   e-mail messages.

1   Claim 63 (original): The apparatus of claim 47 wherein the
2   document including e-mail content represents an e-mail
3   thread output as a conversation.

1   Claim 64 (original): The apparatus of claim 47 wherein the
2   document including e-mail content is a conversation view
3   including a group of e-mails.

1   Claim 65 (previously presented): Apparatus for rendering
2   ads in association with e-mail content, the apparatus
3   comprising:
4   a)   at least one processor;
5   b)   an input device; and
6   c)   at least one storage device storing a computer
7   executable code which, when executed by the at least
8   one processor, performs a method of
9   1)   requesting a document including e-mail
10   content,

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11   2)   accepting the document,

12   3)   rendering the document,

13   4)   requesting at least one ad relevant to the

14   e-mail content of the document,

15   5)   receiving, the at least one ad, and

16   6)   rendering the at least one ad in association

17   with the rendered document, wherein the at least

18 .   one ad is rendered after the e-mail content of

19   the document has already been rendered.

1   Claim 66 (original): The apparatus of claim 65 wherein the

2   accepted document includes a request identifier and wherein

3   the means for requesting at least one ad relevant to the

4   e-mail content of the document include means for generating

5   a request including the request identifier.

1   Claim 67 (original): The apparatus of claim 65 wherein the

2   means for requesting requests the at least one ad relevant

3   to the e-mail content of the document after the means for

4   rendering renders the e-mail content of the document.

1   Claim 68 (original): The apparatus of claim 65 wherein the

2   document is a Web-page.

1   Claim 69 (original): The apparatus of claim 65 wherein the

2   means for requesting at least one ad relevant to the e-mail

3   content of the document include means for constructing a

4   URL that represents a request for at least one ad.

1   Claim 70 (original): The apparatus of claim 69 wherein the

2   means for requesting at least one ad relevant to the e-mail

3   content of the document further include means for

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4 instantiating an ActiveX object that takes the URL and

5 requests the at least one ad from a Web-based e-mail server

6 that sourced the document.

1 Claim 71 (original): The apparatus of claim 65 wherein the

2 document is a Web page, and wherein the means for rendering

3 the at least one ad in association with the rendered e-mail

4 content of the document include means for manipulating a

5 document object model of the Web page to render the ads.

1 Claim 72 (original): The apparatus of claim 65 wherein the

2 means for rendering the at least one ad in association with

3 the rendered document does not modify the document.

1 Claim 73 (original): The apparatus of claim 72 further

2 comprising means for forwarding the document to another

3 client, wherein the at least one ad is not rendered on the

4 other client device.

1 Claim 74 (original): The apparatus of claim 65 wherein the

2 means for rendering the at least one ad in association with

3 the rendered document does not make the at least one ad

4 become a part of the document.

1 Claim 75 (original): The apparatus of claim 74 further

2 comprising means for forwarding the document to another

3 client, wherein the at least one ad is not rendered on the

4 other client device.

1 Claim 76 (original): The apparatus of claim 65 wherein the

2 document including e-mail content is an individual e-mail.

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1 Claim 77 (original): The apparatus of claim 65 wherein the
2 document including e-mail content is group of e-mails.

1 Claim 78 (original): The apparatus of claim 65 wherein the
2 document including e-mail content is an e-mail thread.

1 Claim 79 (original): The apparatus of claim 65 wherein the
2 document including e-mail content is a conversation view
3 including a group of e-mails.

1 Claim 80 (previously presented): Apparatus for
2 facilitating the serving of advertisements with e-mail
3 content, the apparatus comprising:
4   a) at least one processor;
5   b) an input device; and
6   c) at least one storage device storing a computer
7   executable code which, when executed by the at least
8   one processor, performs a method of
9   1) accepting a request for a document including
10   e-mail content,
11   2) generating a request identifier,
12   3) serving to a client device, the requested
13   document in association with the request
14   identifier,
15   4) obtaining at least one additional content
16   item relevant to the e-mail content,
17   5) storing the obtained at least one additional
18   content item,
19   6) accepting an additional content item request,
20   7) reading the stored at least one additional
21   content item using information from the
22   additional item request, and

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23   8)   serving to the client device, the at least

24   one additional content item read.

1 Claim 81 (original): The apparatus of claim 80 wherein the

2 at least one additional content item is selected from a

3 group consisting of (a) a news article, (b) an excerpt of a

4 news article, (c) a search query, (d) a product review, and

5 (e) an excerpt of a product review.

1 Claim 82 (original): The apparatus of claim 80 wherein the

2 at least one additional content item includes at least one

3 content relevant ad and at least one further additional

4 content item selected from a group consisting of (a) a news

5 article, (b) an excerpt of a news article, (c) a search

6 query, (d) a product review, and (e) an excerpt of a

7 product review.

1 Claim 83 (previously presented): The apparatus of claim

2 80, wherein the additional item request is generated

3 automatically, without a manual input from a user of the

4 client device.

1 Claim 84 (previously presented): The apparatus of claim

2 80, wherein the at least one additional content item is

3 selected from a group consisting of (a) a news article, (b)

4 an excerpt of a news article, (c) a search query, (d) a

5 product review, and (e) an excerpt of a product review.

1 Claim 85 (previously presented): The apparatus of claim

2 80, wherein the at least one additional content item

3 includes at least one content relevant ad and at least one

4 further additional content item selected from a group

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5   consisting of (a) a news article, (b) an excerpt of a news
6   article, (c) a search query, (d) a product review, and (e)
7   an excerpt of a product review.

1   Claim 86 (previously presented): Apparatus for
2   facilitating the serving of advertisements with electronic
3   messaging content, the apparatus comprising:
4   a)   at least one processor;
5   b)   an input device; and
6   c)   at least one storage device storing a computer
7   executable code which, when executed by the at least
8   one processor, performs a method of
9   1)   accepting a request for a document including
10   electronic messaging content,
11   2)   generating a request identifier,
12   3)   serving to a client device, the requested
13   document in association with the request
14   identifier,
15   4)   obtaining at least one ad relevant to the
16   electronic messaging content,
17   5)   storing the obtained at least one ad,
18   6)   accepting an ad request,
19   7)   reading the stored at least one ad using
20   information from the ad request, and
21   8)   serving to the client device, the at least
22   one ad read.

1   Claim 87 (previously presented): The apparatus of claim
2   86, wherein the ad request is generated automatically,
3   without a manual input from a user of the client device.

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1 Claim 88 (original): The apparatus of claim 86 wherein the
2 electronic messaging content is content from one of (A) on-
3 line groups, (B) blogs, (C) message postings, and (D)
4 instant messaging.

1 Claim 89 (previously presented): Apparatus for rendering
2 ads in association with electronic messaging content, the
3 apparatus comprising:
4   a)   at least one processor;
5   b)   an input device; and
6   c)   at least one storage device storing a computer
7   executable code which, when executed by the at least
8   one processor, performs a method of
9   1)   requesting a document including electronic
10   messaging content,
11   2)   accepting the document,
12   3)   rendering the document,
13   4)   requesting at least one ad relevant to the
14   electronic messaging content of the document,
15   5)   receiving from the web-based e-mail serving
16   system, the at least one ad, and
17   6)   rendering the at least one ad in association
18   with the rendered document, wherein the at least
19   one ad is rendered after the electronic messaging
20   content of the document has already been
21   rendered.

1 Claim 90 (original): The apparatus of claim 89 wherein the
2 electronic messaging content is content from one of (A) on-
3 line groups, (B) blogs, (C) message postings, and D)
4 instant messaging.

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1 Claim 91 (previously presented): Apparatus for
2 facilitating the serving of advertisements with electronic
3 messaging content, the apparatus comprising:
4   a)   at least one processor;
5   b)   an input device; and
6   c)   at least one storage device storing a computer
7   executable code which, when executed by the at least
8   one processor, performs a method of
9   1)   accepting a request for a document including
10   electronic messaging content,
11   2)   generating a request identifier,
12   3)   serving to a client device, the requested
13   document in association with the request
14   identifier,
15   4)   obtaining at least one additional content
16   item relevant to the electronic messaging
17   content,
18   5)   storing the obtained at least one ad,
19   6)   accepting an ad request,
20   7)   reading the stored at least one ad using
21   information from the ad request, and
22   8)   serving to the client device, the at least
23   one ad read.

1 Claim 92 (original): The apparatus of claim 91 wherein
2 the electronic messaging content is content from one of
3 (A) on-line groups, (B) blogs, (C) message postings, and
4 (D) instant messaging.

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